

BE YOURSELF

MOLLIE MAKES UP!

Men and brethren, all and sundry, it will pay us to begin the year with a more intelligent appreciation of 1925's Young American Woman, maid, wife or mother.

Before we start the familiar anvil chorus with its man-made gourches about "make-up," "fresh flappers," and "I like 'em old-fashioned"—we would better take a good, long look at the young woman shown on this page, the latest picture of that progressive business woman previously here presented as "Managing Mollie."

If we look fairly and squarely we'll discover that the lady is NOT worrying whether or not our opinion of her is favorable or unfavorable—you see she's making up to Make the Grade!

For our "Managing Mollies" long ago reached this fundamental decision: NOT to stay in that state or kind of life in which some one else had placed them!

"Mollie" speaks for all business women when she says: "The Constitution of the United States declares that 'all men are born free and equal,' but it says nothing whatever about women. Isn't that like a man? Well, we don't propose, for example, to carry on with sallow cheeks, a shiny nose and a waspish waist just because our grandmothers did. As the modern woman hasn't the slightest intention of remaining any one's 'equal,' she has amended the Constitution and herself at the same time. Nature seems satisfied to make standardized persons of most of us women—we 'make up' these natural shortcomings into a distinctive Personality. Any harm in that?

"Gentlemen—consult your ledgers. Compare the wages you are now paying your women workers in store, office or factory with what they were ten years ago. Quite an increase, isn't there? Increased efficiency earned most of the raise, but Better Appearance *advertised* the efficiency, didn't it? You see we 'made up' our minds, faces, apparel and habits with this very end in view."

Indianapolis' "Managing Mollies" know that the nearest reliable drug store dispenses First Aids to Beauty as well as first aids to the injured. They know, these wise dispensers, how to chase worry, fatigue, frowns and wrinkles; how to renew, freshen and brighten; how to prescribe that drop of elusive perfume; how to er—things *stay on*, rain or shine—how to *make up* to "Make the Grade!"

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LOOK THE PART YOU
WANT TO PLAY



FIRST AIDS TO BEAUTY

are advertised every day
in The TIMES — "make
up" with them, ladies!

MAKE THE
GRADE!